

IN THE CLAIMS

Please amend the claims as follows.

1. (Currently Amended) A ~~networked sales~~ method, including:
~~presenting communicating~~ via a first network ~~a sales screen to a user showing~~
information to a user interface, the information pertaining to a plurality of price choices for an
item offered in a network based sales system;
generating a feedback indication for the item[[,]] at each of the plurality of price
choices[[,]] using ~~available~~ supply and sales level information generated from actions of other
users of the network based sales system; and
~~conveying communicating~~ the feedback indication to the user interface. ~~on the sales~~
~~screen.~~
2. (Currently Amended) The method of claim 1 wherein the ~~conveying communicating of~~
the feedback includes displaying the feedback indication in the user interface. ~~sales screen.~~
3. (Currently Amended) The method of claim 2 wherein the ~~conveying communicating of~~
the feedback includes displaying the feedback indication in the form of one of a series of
different pictorial icons.
4. (Previously Presented) The method of claim 1 wherein the feedback indication is
associated with one or more factors selected from a group including quantities of the item sold,
quantities of the item reserved at future price points, quantities of the item for which a reminder
request has been entered, and the time duration incurred to sell the item.
- 5.-7. (Cancelled)
8. (Currently Amended) The method of claim 1 wherein the generating the feedback
indication ~~converting~~ is performed continuously in near real time.

9. (Currently Amended) The method of claim 1 wherein the communicating of the information to the user interface presenting includes communicating presenting time-separated price choices from a falling-price schedule.

10. (Currently Amended) The method of claim 1 wherein the communicating of the information via the first network information to the user interface presenting a plurality of price choices includes communicating information to display on the user interface displaying a present price and at least one future price, and further includes communicating information to display on the user interface displaying a present purchase control button next to the present price and a future purchase control button next to the at least one future price.

11. (Currently Amended) A network sales user interface of a network based sales system, the user interface terminal for use in communicating to communicate with a sales server via a network, the user interface including:

an item identification area responsive to the sales server via the network and to display information pertaining to a plurality of price choices pertaining to a selected item;[[,]]

a plurality of price choice selection controls for the selected item identified displayed in the item identification area and having outputs provided to provide communication of a user selection to the sales server via the network, the plurality of price choice selection controls selectively corresponding to the plurality of price choices; and

a feedback indication area responsive to the sales server via the network and operative to display a feedback indication associated with the plurality of price choices pertaining to the selected item, the plurality of price choices being derived from a quantity of the item available and sales of the item within the network based sales system. through other sales terminals, in association with the plurality of price choices.

12. (Currently Amended) The user interface network sales terminal of claim 11, wherein the feedback indication area is operative to display the feedback indication in the form of one of a series of different pictorial icons.

13. (Currently Amended) The user interface ~~network-sales-terminal~~ of claim 11, wherein the feedback indication area is operative to display the feedback indication in near real time.

14. (Currently Amended) The user interface ~~network-sales-terminal~~ of claim 11, wherein the price choice selection controls are associated with time-separated price choices from a falling-price schedule.

15. (Currently Amended) A ~~networked~~ sales system, including:

means for ~~presenting~~ communicating via a first network a ~~sales screen to a user showing~~ information to a user interface, the information pertaining to a plurality of price choices for an item offered in a network based sales system;

means for generating a feedback indication for the item[[,]] at each of the plurality of price choices[[,]] using ~~available~~ supply and sales level information generated from actions of other users of the network based sales system; and

means for ~~conveying~~ communicating the feedback indication to the user interface. ~~on the sales screen.~~

16.-31. (Cancelled)

32. (Previously Presented) The method of claim 1, including adjusting one or more of the plurality of price choices utilizing the feedback indication.

33. (Currently Amended) The method of claim 32 wherein the communicating of the information to the user interface ~~presenting~~ includes communicating ~~presenting~~ the plurality of price choices as a schedule of time-separated price choices, and wherein the adjusting of the plurality of price choices includes adjusting duration between prices or adjusting an amount of at least one of the prices in the schedule.

34. (Currently Amended) The user interface ~~network-sales-termina~~ of claim 11, wherein at least one attribute of a price choice selection control of the plurality of price choice selection

controls is operative to change during an offering of an item identified in the item identification area.

35. (New) A method including:

generating sales information for an item at each of a plurality of price levels; and
communicating the plurality of price levels in association with the generated sales information to a user.

36. (New) The method of claim 35, further including:

receiving from the user a request to alert the user when the item reaches a price point selected by the user; and

communicating a reminder message to the user when the item reaches a price point selected by the user.

37. (New) A method including:

generating sales information for an item at each of a plurality of price levels; and
communicating a message to a user based on a price level for the item reaching a threshold value associated with one of the plurality of price levels.

38. (New) The method of claim 37, further including:

receiving from the user a reminder request to receive the message when the item reaches the threshold value; and

communicating to the user a request for contact information associated with
communicating the message when the contact information is unavailable.